GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1001
ANSWERED ON:28.07.2000
CODE FOR ADVERTISEMENTS ON DD
MOINUL HASSAN AHAMED

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) : whether there is any code for commercial advertisements shown on Doordarshan;

(b) : if so, the details thereof; and

(c): if not, the reasons therefor?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING & MINISTER OF STATE OF THE MINIST OF LAW, JUSTICE & COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a) & (b) : Yes, Sir. The salient features of the code for commercial advertising on Doordarshan are annexed.

(c) : Does not arise.

ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO.1001 FO ANSWER ON 28.07.2000

(a) & (b) : The salient features of the Code for Commercial Advertising on Doordarshan is given below:

1. Advertising shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the people.

2. No Advertisement shall be permitted which −

(i) derides any race, caste, colour, creed and nationality;

(ii) is against any of the directive principles, or any other provisions of the Constitution of India;

(iii) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;

(iv) presents criminality as desirable;

(v) adversely affects friendly relations with foreign States;

(vi) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary;

(vii) relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;

(viii) in its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well-established norms of good taste and decency.

3. No advertisement message shall in any way be presented as News.

4. No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute.

5. The goods advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.

6. No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be accepted.

7 No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener, etc.

8. The picture and the audible matter of the advertisement shall not be excessively `loud`.

9. No advertisement shall be accepted which violates AIR and TV Broadcast Code which is reproduced below:

(i) Criticism of friendly countries;

(ii) attack on religions or communities;

(iii) anything obscence or defamatory;

(iv) incitement to violence or anything against maintenance of law and order;

(v) anything amounting to contempt of court;

(vi) aspersions against the integrity of the President and Judiciary;

(vii) anything affecting the integrity of the Nation; and

(viii) criticism by name of any person.

10. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.